CANADEXPORT

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Canada strengthens trade with Russia and Ukraine

Moscow, Russia > International Trade Minister Jim Peterson visited Moscow, Russia, and Kyiv, Ukraine, from October 11 to 15, to emphasize Canada's desire to strengthen trade with the two countries. Russia and Ukraine both have tremendous economic potential, and Minister Peterson took advantage of the visit to discuss ways of strengthening commercial ties and improving the business and investment environment for Canadian companies active in the region.

In Moscow, Minister Peterson announced that Canada will step up efforts to bring the Canada-Russia bilateral negotiations on Russia's accession to the World Trade Organization (WTO) to a successful conclusion before the end of 2005.

"We should, we must and we will work toward an agreement on Russia's accession to the WTO by mid-December," said Minister Peterson. "We have asked negotiators to aggressively work together in areas where the most work remains to be done, including market access."

He also met with key Russian economic and trade ministers and attended the inaugural meeting of the Canada-Russia Business Council (CRBC). Canada-Russia bilateral trade has almost tripled over the past two years, with Canadian exports poised to exceed $600 million this year and bilateral trade expected to surpass $2 billion. Exports to Russia grew by 24% in 2004 and shot up an additional 47% in the first seven months of 2005, with most gains in machinery and food products.

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Canada's young professionals get a taste of global business

Young Professionals International (YPI) is an important part of the Government of Canada's Youth Employment Strategy. Since 1997, the program has funded over 85 organizations that have found international, career-related work placements overseas for over 4,000 young Canadians under 30 with post-secondary degrees.

Canada's prosperity depends on more than sound domestic economic policies—it depends on the ability of Canadians to succeed in an increasingly globalized business world. In the first eight years of operations, YPI has dedicated 1,500 placements to ensure that participants get the opportunities they need to develop critical international trade skills. These placements have covered a wide range of trade issues, including export development, environmental industries, information technology, market research,

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International Trade Canada | Commerce international Canada

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science and technology, sustainable development, trade mission logistics and trade policy.

For example, Langara College has managed over 50 private sector placements in Latin America, including assignments focusing on marketing, finance, market research, engineering, graphic design and Web development. The *Université du Québec à Montréal* has organized more than 75 placements in international business and commerce, mainly in Africa, Europe and Latin America.

The Centre for Russian and Eastern European Studies at the University of Toronto has placed more than 150 young professionals with businesses in Eastern Europe and Russia, in positions designed to advance their skills and help them secure international careers. These partnerships create networks and allow for the flow of new ideas and information between academia and businesses, facilitating trade and investment links in the region.

Marta Filipczak, a current YPI participant working in Hungary, notes that "As a young graduate, I feel that this work opportunity abroad is just what I needed to get started in the working world after the completion of my university studies. Now I actually feel more confident about returning to Canada and starting a job back home than I did at the time of my graduation."

After their placements, some YPI participants continue to work overseas, serving as a focal point in Canada's network abroad. Some return to work in Canada, bringing with them newly acquired expertise—new languages, a fresh understanding of other cultures and business environments, and an unparalleled ability to respond to a changing labour market. In all cases, their presence overseas has served as a constant reminder not only of the innovation and vitality of Canada, but also of its ongoing commitment to the international community.

Each fall, Young Professionals International receives applications from interested firms and organizations. Funding is allocated in April and most placements begin in June of each year. Companies who would like to benefit from the international experience of a former intern can send a short job description to ypi-jpi@international.gc.ca.

For more information, go to www.international.gc.ca/ypi-jpi.

Trade mission heads to Central Europe

Ottawa > Mark Eyking, Parliamentary Secretary to the Minister of International Trade, will lead a business delegation of targeted Canadian companies to Central Europe to pursue market intelligence and business development opportunities. They will travel to Hungary, the Czech Republic and Poland, from November 3 to 9.

The mission will focus on the transportation and environmental industries sectors for all three countries. In addition, companies interested in the building products, information and communications technologies (ICT) and agri-food sectors have been invited to join Mr. Eyking in Hungary and the Czech Republic. The mission components will include seminars, tours of Canadian investment sites in the region, networking events and meetings tailored to specific companies' interests.

For more information, contact Tammy Ames, Trade Commissioner for Central Europe, International Trade Canada, tel.: (613) 996-7107, e-mail: tammy.ames@international.gc.ca.

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matt & nat hits the European market

Montréal > Via Vegan is a successful vegan fashion accessories company headquartered in Montréal which established the brand matt & nat. Company founder Inder Bedi came up with the idea while studying at Concordia University, to respond to the rising demand for cruelty-free fashion. Bedi found that there was a significant gap in the market for stylish animal-friendly fashion accessories. He fostered this niche market within the vegan and fashion community by creating stylish leatherette handbags, while retaining an environmentally conscious approach to both the design and product material.

Four years ago, Manny Kohli joined matt & nat and brought with him logistics and sales expertise. He has been a major driving force in bringing matt & nat to the next level. The duo have managed to establish a brand name and a recognizable style that is loved by vegetarians and non-vegetarians alike. Their brand is carried by several well-known retailers throughout Canada and the United States, such as Caban, Browns and Fred Segal.

In 2004, matt & nat were ready to launch their products outside of North America. Before actually setting up operations in Europe, Bedi and Kohli wanted to test the market for their bags. After researching various options, they decided to exhibit at a trade show in London. Their first show was a tremendous success—the orders placed and interest received at the show went beyond their expectations. The decision was made at that point to open an office in London. In 2005, matt & nat made a large investment and exhibited at various trade shows throughout the U.K. Contacts were eventually drawn up and a showroom was found to represent their line. A U.K.-based warehouse now handles all of the distribution for their European clients, who they quickly discovered want to see the current collection on their own time and do not want to pay duties for overseas shipping.

To date, there are over 70 shops in Europe that carry the matt & nat line. This would not have been possible without the operations based in the U.K. matt & nat is definitely here to stay.

For more information, contact matt & nat, e-mail: info@mattandnat.com, Web site: www.mattandnat.com.

Russia and Ukraine - (cont. page 1)

Canada wants to help build Russia's economic future, including supporting Russia's accession to the WTO. Bilateral talks on Russia's accession to the WTO continued in Moscow, resulting in substantive progress. Securing market access for Canadian agricultural products remains one of the outstanding issues in these negotiations.

Similar climate, natural resources, agricultural land and geography make Canada and Russia complementary partners in a number of key sectors. These include energy, mining and metallurgy, transportation, and information and communications technology.

In Kyiv, Minister Peterson met with Ukrainian Prime Minister Yury Yekhanurov as well as Economy Minister Arseniy Yatsenyuk and Foreign Affairs Minister Borys Tarasyuk. He also participated in a meeting of the Canadian Business Club.

Bilateral trade with Ukraine was $218 million in 2004. Total Canadian exports to Ukraine were $57 million in 2004, up 83% since 2002. Exports from January to July of this year are up an additional 23%. Canada's primary exports to Ukraine include agricultural machinery, vehicles, textiles, pharmaceuticals and seafood.

There is significant market potential for Canadian goods and services in the sectors of agriculture, oil and gas, construction, and information and communications. The long term potential of Ukraine as an emerging business partner for Canada is considerable, and the time for Canada to position itself in the market is now, while Ukraine is in the initial stages of deregulating its economy and laying the foundation for a new economic structure with international partners.

Positive business developments with Ukraine will be of keen interest to the 1.2 million strong Canadian-Ukrainian diaspora, who are proud that Canada has always been a staunch supporter of Ukrainian independence and democracy.

For more information, go to www.moscow.gc.ca and www.kyiv.gc.ca.

THE CANADIAN TRADE COMMISSIONER SERVICE

VIRTUAL TRADE COMMISSIONER
PERSONALIZED INFORMATION AND SERVICES

Are you a Canadian company ready to export? Have you selected your target markets and developed an export strategy? Do you find that you are spending hours sifting through mountains of Web sites searching for good market information? If you have answered "yes" to these questions, register as a client of the Canadian Trade Commissioner Service and receive a Virtual Trade Commissioner.

Timing is everything

Timely notice of a good lead or a hot piece of market intelligence can make all the difference to your company—alerting you to a new buyer, a new market or an opportunity for success. We know that you don't always have time to search for this information, so we've improved our notification system to make it easier for you to get the information you want when you want it.

Now you can tell your Virtual Trade Commissioner to forward you business leads and market information on a daily, weekly or monthly basis. You can even choose a specific day of the week or month to be notified.

Once you've set your desired frequency, you'll receive an informative e-mail newsletter that automatically bundles content relevant to your company profile. There's no searching involved; your subscription has links that bring you directly to the specific leads, market reports or articles you're interested in.

All you have to do is choose the frequency of your subscription and let your Virtual Trade Commissioner do the rest.

How to set your subscription frequency

From the main page of your Virtual Trade Commissioner:

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- Click on "Modify or cancel your subscription... E-mail notifications"
- Choose from "Daily, Weekly or Monthly"
- Save your choice.

For more information on the Canadian Trade Commissioner Service and to receive a personalized Virtual Trade Commissioner, visit:

www.infoexport.gc.ca

Success on the menu at Gulfood 2006

Dubai, U.A.E., February 19-22, 2006 > Canadian exhibitors will be cooking up new business at the 11th **Gulfood Hotel & Equipment Exhibition**, coming up in February. Gulfood is the largest and fastest growing food show of its kind in the Middle East. The 2005 show featured over 2,000 companies from 53 countries participating. There were 29,000 visitors to the show, including importers, distributors, retailers, hotels and restaurants, manufacturers and government institutions.

A growing market for Western-style food along with a dependence on imported food products makes this region a very attractive market. The U.A.E. currently imports approximately $3 billion in food annually.

Agriculture and Agri-Food Canada and the Canadian Consulate in Dubai are organizing the Canadian presence at Gulfood 2006. Participating exhibitors will benefit from high-quality services such as market intelligence, a networking session with exhibitors and key buyers, a Canadian exhibitor brochure, as well as on-site organization and trade promotion support.

This year marks the inauguration of a wine and spirits hall at Gulfood, where there will be an additional Canadian pavilion on top of the one at the food and drink hall. The pavilions will be tied together stylistically through the use of graphics and wall coverings. The all-inclusive fee for a nine square-metre booth in the Canada pavilions is $6,300. All booth reservations must be made by December 2, 2005, and will be allocated on a first-come, first-served basis.

The Canadian pavilion at Gulfood 2005.

For more information, contact James Hannah, Trade Commissioner, Canadian Consulate in Dubai, tel.: (011-971-4) 314-5503, e-mail: james.hannah@international.gc.ca, or Maria De Palo, Events Planner, Agriculture & Agri-Food Canada, tel.: (613) 759-7331, e-mail: depalom@agr.gc.ca, Web site: www.ats.agr.gc.ca.

BioFach: Where organic people meet

Nuremburg, Germany, February 16-19, 2006 > Canadian firms looking to explore opportunities in the organic agri-food and natural products sectors should consider exhibiting in the Canada pavilion at **BioFach 2006**, the world's largest and most important trade show for organic and natural products. This trade fair will attract over 2,000 exhibitors and 33,000 visitors from 69 countries.

Agriculture and Agri-Food Canada and the Canadian Consulate in Düsseldorf are organizing Canada's presence at BioFach 2006. Exhibitors will benefit from a package of quality services and support, including invitations sent to key buyers worldwide, a Canadian exhibitors' directory, on-site organization, culinary demonstrations and trade promotion support.

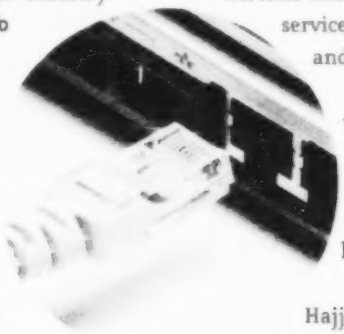
Participation in the Canada pavilion is open to companies and organizations selling and promoting Canadian organic food and certified organic by a European Union-accredited certification organization.

Expect heavy traffic at the Canada pavilion, ideally located in the international hall to maximize stand exposure and visibility. Professional and experienced multilingual staff will host you and your guests in providing on-site expertise and services. Don't miss it!

For more information, contact Maria De Palo, Events Planner, Agriculture and Agri-Food Canada, tel.: (613) 759-7331, e-mail: depalom@agr.gc.ca, Web site: www.ats.agr.gc.ca/biofach.

Info Connect 2006 Kuwait

Kuwait City, Kuwait, February 4-10, 2006 > Canadian companies targeting the Kuwaiti market for latest technology products and services in the ICT industry may want to consider participating in **Info Connect 2006**, the Kuwait Information Technology and Communication Exhibition. Info Connect is the largest IT, telecommunications and Internet consumer show in Kuwait. It showcases over 3,000 product brands under one roof, making it the best place for the procurement of IT and telecommunications-related products and services in the local market.



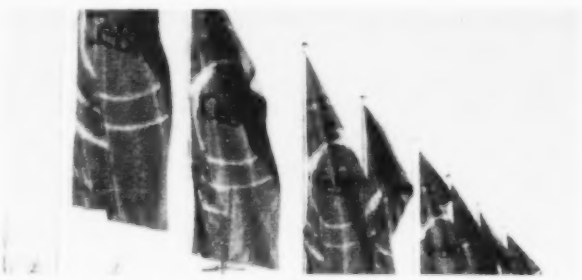
Info Connect will focus on the wide spectrum of developments that has occurred in the ICT arena around the globe. Many international vendors and suppliers are expected to present their latest technology products and services at the show, including IT equipment and systems, wireless telecommunications and networks, software services and solutions, IT services, e-government and research and development technology.

The exhibition will attract over 80,000 visitors, including IT and telecom industry professionals, decision makers and owners from companies and establishments, office and businesspeople, home users and students.

For more information, contact Ibtissam Hajj, Senior Commercial Officer, Canadian Embassy in Kuwait, tel.: (011-965) 256-3025, ext. 3352, fax: (011-965) 256-4167, e-mail: ibtissam.hajj@international.gc.ca. Web site: www.globalconnection.com.kw.

CeBIT: The world's biggest ICT trade fair

Hannover, Germany, March 9-15, 2006 > CeBIT Hannover is the world's largest and most influential information and communications technology (ICT) trade show. Approximately 480,000 visitors attended CeBIT in 2005—more than attended any other competing show. CeBIT allows Canadian ICT companies to tap into new market opportunities in the European Union (now a market of about 500 million people), Asia, the Middle East, and the Americas. More than 25% of the visitors that attended CeBIT 2005 came from outside Germany.



The annual event is organized by Deutsche Messe AG and takes place at the Hannover Exhibition Grounds in Germany. CeBIT 2005 ran for seven days, used over three million square feet of net display space, hosted 6,246 exhibiting companies and attracted over 10,000 journalists.

The three main display categories at CeBIT reflect all aspects of IT solutions, products and services: business processes, digital entertainment and services, and communications. The program is rounded off by a range of special highlights that will complement the expo part of the show, including banking & finance systems and the Center for Information Security (CeFIS). Specialist conferences and company presentations at CeBIT represent one of the world's biggest ICT conventions, where the latest trends and solutions are put forward to a dynamic and professional audience.

In 2005, CeBIT attracted 54 Canadian companies. Since 1986, Canadian ICT firms have exhibited, either independently, in national stands or with European partners. ATI, Cognos, Consultronics, Hummingbird, Lava Computer MFG and Nortel have all exhibited in the past and know the value of participating in CeBIT.

A Canadian communications pavilion, organized by the Calgary Wireless City (Government of Alberta), will feature shared amenities and services within a national identity area that is open to non-Alberta exhibitors whose products fit in the communications display sector. In addition, the Ontario government will organize an Ontario software pavilion through its export development arm, Ontario Exports Inc.

For more information on the complete range of exhibit options at CeBIT, contact Co-Mar Management Services, tel.: 1 800 727-4183, e-mail: info@hf-canada.com, Web site: www.hf-canada.com. CeBIT Web site: www.cebit.de.

Atlanta communications firm seeks partners

Atlanta, Georgia (U.S.) > communiqué Xpert messaging is an application service provider based in the U.S. that offers integrated Web-based communications solutions, including electronic fax management services, voice over Internet protocol (VoIP) telephone communications, Web-based conferencing solutions and Web-based meetings. They are seeking to integrate their designed solutions with compatible software business applications. They are also seeking partners who will rebrand or resell their services as part of their integrated product offerings.

For more information, contact Michael Schrimsher, Executive Vice-President, communiqué Xpert messaging, tel.: (404) 494-0008, e-mail: michael@communiquexpert.com, Web site: www.communiquexpert.com.

On-line payment company seeks Canadian partners

Atlanta, Georgia > Inventech, Inc. is an Atlanta-based company that provides patent pending hardware for secured authentication of Internet transactions. The primary application of this technology is in the Internet banking and Internet payment area. The focus so far has been towards transactions executed by individuals from the home, office or other private location.

Inventech is actively seeking strategic partners in Canada to jointly develop products to further this technology and expand its areas of application. The two main targets of this partnership are technological development and market expansion. As such, the most important attributes in a potential Canadian partner would be technological prowess to enhance joint R&D capabilities and strong relationships with Canadian banks to enable expansion into the Canadian market.

For more information, contact Dipankar Sarkar, President, Inventech, Inc., tel.: (078) 787-0123, fax: (775) 871-3358, e-mail: sarkar@inventechinc.com, Web site: www.inventechinc.com.

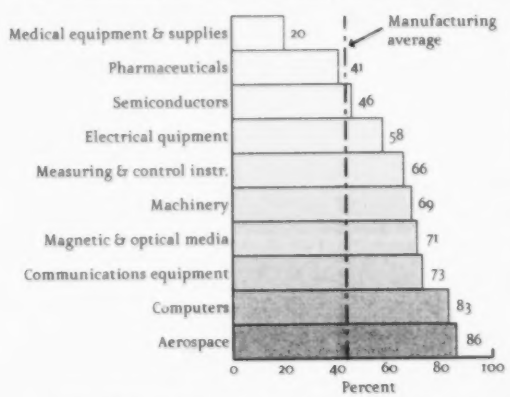
FACTS & FIGURES

Foreign markets are crucial for Canada's high-tech manufacturing

Foreign markets are crucial for many of Canada's industries; this is even more the case for Canada's R&D-intensive industries. In 2003, Canadian R&D manufacturing industries exported 61.2% of their production on average, compared to an average of 49.5% across all manufacturing industries. The aerospace and computer industries in particular stand out, with over 80% of their products marketed abroad. The pharmaceutical industry, though exporting a percentage only around the manufacturing average, has increased that percentage from 15.3% in 1994 to 40.6% in 2003. Trade continues to be a key component in the success of these Canadian industries.

Provided by the Trade and Economic Analysis Division (www.international.gc.ca/eet)

Share of production exported: Canadian R&D-intensive manufacturing industries



Source: ITCan calculations based on Statistics Canada data.

TRADE EVENTS

AGRICULTURE, FOOD AND BEVERAGES

Stockholm, Sweden
April 24-27, 2006
Held every three years as a combined event, **GastroNord** and **VinNordic** will attract over 60,000 visitors and 550 exhibitors, and offer an excellent opportunity for Canadian exporters of food and beverages to hotels and restaurants to network and meet with local distributors.
Contact: Maria Stenberg, Trade Commissioner, Canadian Embassy in Sweden, tel.: (011-46-8) 453-3020, e-mail: maria.stenberg@international.gc.ca.
Web sites: www.gastronord.com, www.vinordic.com

ARTS AND CULTURAL INDUSTRIES

London, United Kingdom
March 5-7, 2006
Participate in the **London Book Fair**, the publishing industry's key spring event, featuring exhibitions, seminars, and important networking and sales opportunities.
Contact: Association for the Export of Canadian Books, e-mail: aecb@aecb.org.
Web site: www.lbf-virtual.com

Cannes, France
May 17-26, 2006
The world's largest and most important film event, the **Cannes Film Festival** brings together thousands of industry buyers, producers and directors with a specific focus on independent cinema.
Contact: André Dubois, Trade Commissioner, Canadian Embassy in France, e-mail: france-td@international.gc.ca.
Web site: www.cannesmarket.com

Basel, Switzerland
June 14-19, 2006
Displaying the work of 2,000 artists and attracting more than 50,000 participants, **Art 37 Basel** is the world's leading showcase for 20th and 21st-century contemporary visual art.
Contact: Lakshmi Kern, Business Development Assistant, Canadian Embassy in Switzerland, e-mail: bern-td@international.gc.ca.
Web site: www.artbasel.com

BUILDING MATERIALS AND CONSTRUCTION

Stockholm, Sweden
January 24-27, 2006
Nordbygg is Northern Europe's most important meeting place for the construction industry, gathering all the leading actors—architects, builders, property owners and others. In 2004, the fair had 820 exhibitors and attracted around 60,000 visitors from 48 countries.
Contact: Maria Stenberg, Trade Commissioner, Canadian Embassy in Sweden, tel.: (011-46-8) 453-3020, e-mail: maria.stenberg@international.gc.ca.
Web site: www.nordbygg.com

FOREST INDUSTRIES

Gothenburg, Sweden
August, 23-26, 2006
Attend **Wood Products & Technology**, Scandinavia's most complete wood industry fair, featuring a full range of products and services for all sectors of the wood industry. The 2006 edition will place extra focus on carpentry.
Contact: Maria Stenberg, Trade Commissioner, Canadian Embassy in Sweden, tel.: (011-46-8) 453-3020, e-mail: maria.stenberg@international.gc.ca.
Web site: www.traochteknik.se

HEALTH INDUSTRIES

Hyderabad, India
December 2-4, 2005
PHARMAceutical EXPO 2005 will be held concurrently with the 57th Indian Pharmaceutical Congress and should attract more than 6,000 trade visitors, CEOs, pharmacists, hospital administrators and academics.
Contact: Kishore Kumar, Trade Commissioner, Canadian Consulate in Chennai, tel.: (011-91-44) 2833-0888, e-mail: kishore.kumar@gocindia.org.
Web site: www.pharmaceuticalexpo.com

METALS, MINERALS AND RELATED EQUIPMENT

Cape Town, South Africa
February 7-9, 2006
The **Mining INDABA 2006** is a key African mining event that each year attracts the world's leading global policy makers and international finance.
Contact: Gwenaele Coubrough, Trade Commissioner, Canadian High Commission Trade Office in Johannesburg, e-mail: jobrg@international.gc.ca.
Web site: www.iiconf.com/Africa06

OIL & GAS

Cape Town, South Africa
March 22-24, 2006
Don't miss the **OIL AFRICA 2006** exhibition and conference for major opportunities oil & gas sector in Africa. The event should attract top quality conference delegates, as well as thousands of relevant decision makers.
Contact: Gwenaele Coubrough, Trade Commissioner, Canadian High Commission Trade Office in Johannesburg, e-mail: jobrg@international.gc.ca.
Web site: www.fairconsultants.com/oilafrica06.htm

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